



James D. "Buddy"  
**CALDWELL**

**INTEGRITY & CREDIBILITY**

**ATTORNEY GENERAL**

P.O. Box 94005 • Baton Rouge, LA 70804  
225-326-6705 • [www.ag.state.la.us](http://www.ag.state.la.us)

Contact:

Jennifer Roche  
[rochej@ag.state.la.us](mailto:rochej@ag.state.la.us)

Press Line  
225-326-6780

Laura Gerdes  
[gerdesl@ag.state.la.us](mailto:gerdesl@ag.state.la.us)

April 29, 2010  
FOR IMMEDIATE RELEASE

### **MEDIA ALERT**

#### **PRICE GOUGING LAW GOES INTO EFFECT FOLLOWING STATE OF EMERGENCY DECLARATION**

(Baton Rouge, LA)---Louisiana price gouging laws are now in effect following the state of emergency declaration from Governor Bobby Jindal in response to the oil spill along the Louisiana coast.

Price gouging is when a seller prices merchandise much higher than is reasonable or fair. The price gouging statutes prohibit the raising of prices above the pre-emergency levels unless there is a national or regional market commodity shortage. This means that gasoline, petroleum products, hotels, motels, and retailers are prohibited from raising prices during this state of emergency unless they incur a spike in the price of doing business. The price gouging laws carry both civil and criminal penalties.

If you suspect price gouging, please contact the Louisiana Attorney General's Office at 800-351-4889 or visit our website at [www.agbuddycaldwell.com](http://www.agbuddycaldwell.com) and click "Emergency Preparedness."

-END-